



Cross Network Customer Care Form

Overview

Service Providers who connect to UK Mobile networks must provide a customer care form for all services which they operate.

Currently, the customer care form only caters for SMS services. Due to the introduction of new platforms which have already or are shortly to launch, it has been necessary to amend the existing form to capture care for service details for services operating on these additional platforms

The 5 UK networks under the Short Code Management Group have worked together in order to make this form as user friendly as possible in order to accommodate for the additional information required by each network to allow you to run your services.

Changes to existing Care Form

This new care form now consist of three sheets for you to use, one is a master sheet to keep all your SMS and MMS service details and the other is a master sheet to keep all of your voice and video services on and the third sheet is to allow anyone using Payforit to keep details of all services. We have removed the amendment sheet and added an additional column to the other sheets to allow you to inform the networks of your request when sending the form to them. There are also drop down menus for your ease of completion and you will see there is a validation sheet included which is only for the networks use, but if you have any additional dropdown lists you would like added to this please advise one of the networks who will update and include for your use.

As there will now not be an amendment sheet it will be important for you to ensure you update the correct columns so that the networks are aware what details have been changed.

The new form also includes comments in the title boxes to guide you when completing this form.

The Form

The form will be self explanatory to existing service providers who have previously provided customer care and service information to the networks. The entry requirements of each column are detailed here for clarity.

By submitting this form you are complying with PP+ Guidelines and Network Operator Guidelines and Codes where applicable.

PLEASE REMEMBER TO USE ONE FORM FOR ALL NETWORKS TO AVOID DUPLICATE UPDATES!

SMS/MMS/LBS (sheet one)

Aggregator Name

The name of the company connecting to the Network or equivalent

Content Provider Name

The name of the company providing the content

Action required by NETWORKS?

This column is where you need to inform the networks of what action is required. Please remember to return this back to No Change when you are resending your care form if you have already submitted your change.

MO Short Code/ Long Dial

Mobile Originate Short Code or Number that is used by the consumer

MT Short Code & Service ID

The short code number that will be seen by the consumer on messages terminated to their phone and the Service ID (TM only) in use with this service (note: this id is not visible to the consumer)

MO charge

Charge for messages originated from the consumer's handset, please choose from the drop down list

MT charge

Charge for messages terminated at the consumer's handset, please choose from the drop down list

Type of service

Select from the drop down list (if the service you will be running does not appear in this list please advise one of the networks who could update the validation list to include your service)

Description of Service/Service Name

Please provide an overview of the service being run, together with the service name in no more than 400 characters.

Media Type (SMS, MMS, LBS)

Please indicate the media type of the service

How is the service initiated? (SMS/WEB/WAP/IVR)

This will help initial tests of the service

Is this a subscription service?

Please indicate if the service is a subscription service.

Live date

Date that service is due to go live

Is this an PP+ defined Sexual Entertainment Service?

Refer to the PP+ guidelines for definitions

Is this a Code of Conduct Adult/18+ Service?

Does this service contain content that falls under the cross-network code of practice for new forms of content? If yes is added in this column, then the short code will be added to the networks 18+ Content Lock.

If LBS is this compliant to the LBS Code of Conduct

For Location Based Services only, choose N/A if this is not a LBS service.

End user Customer care contact (email and Phone - should be a standard charge from a mobile in accordance with PP+ Guidelines)

A UK based customer services contact number (not premium rated) is required for consumers to contact regarding queries with the service.

Customer care escalation (email and Phone)

A point of contact for the networks to be able to escalate a consumer's enquiry

Website address if available

Website address linked to the Service or the service provider

Date Submitted

Please add the date you submit this form to any network to allow us to keep track of the most current care form.

Voice/Video (sheet two)**Aggregator Name**

The name of the company connecting to the Network

Content Provider Name

The name of the company providing the content

Connectivity Provider Name

If different from Content Provider Name, please include details

Action required by NETWORKS?

This column is where you need to inform the networks of what action is required. Please remember to return this back to No Change when you are resending your care form if you have already submitted your change.

Short Code

Mobile Originate Short Code which is used by the consumer

DDI

The direct dial number where the voice or video short code should be routed. It is recommended that the DDI should be from the 0899 range which is a range that BT released as a non diallable number

Drop Charge

The drop charge required for the service

Per Minute Charge

Charge for messages originated from the consumer

Type of service

Select from the drop down list (if the service you will be running does not appear in this list please advise one of the networks who could update the validation list to include your service)

Service Name

Please provide the service name

Description of Service

Please provide brief information on how the customer would use this service

Media Type (Voice or Video)

Please indicate the media type of the service

Live date

Date that service is due to go live

Is this an PP+ defined Sexual Entertainment Service?

Refer to the PP+ guidelines for definitions

Is this a Code of Conduct Adult/18+ Service?

Does this service contain content that falls under the cross-network code of practice for new forms of content? If yes is added in this column, then the shortcode will be added to the networks 18+ Content Lock.

If LBS is this compliant to the LBS Code of Conduct

For Location Based Services only, choose N/A if this is not a LBS service.

End user Customer care contact (email and Phone - should be a standard charge from a mobile in accordance with PP+ Guidelines)

A UK based customer services contact number (not premium rated) is required for consumers to contact regarding the use of the service.

Customer care escalation (email and Phone)

A point of contact for the networks to be able to escalate a consumer's enquiry

Website address if available

Website address linked to the Service or the service provider

Date Submitted

Please add the date you submit this form to any network to allow us to keep track of the most latest care form.

Payforit (sheet three)

Aggregator Name

The name of the company connecting to the Network

Merchant Name

The name of the company providing the goods

Site Name

The name of the site

Site URL

The URL for the site

Service/Content Category

Type of Service. Please choose from the drop down list

Please specify Type of service if other

Please provide details of the service if it differs from any of the above

Service Name

Please provide the service name or type i.e. payforit

Description of Service

Please provide brief information on how the customer would use this service

Price

Please indicate price charged for the service.

Service ID

Please indicate the MT billing id if applicable.

Subscription Service

If the service is a subscription service, please type yes or no

How can a Customer Stop the Subscription Service? (stop command)

If the service is a subscription service, please provide stop command

Live Date

Please provide the date this service will go live

Is this a Code of Conduct Adult/18+ Service?

Does this service contain content that falls under the cross-network code of practice for new forms of content? If yes is added in this column, then the shortcode will be added to the networks 18+ Content Lock.

Action required by NETWORKS?

This column is where you need to inform the networks of what action is required. Please remember to return this back to No Change when you are resending your care form if you have already submitted your change.

End user Customer care contact (email and Phone - should be a standard charge from a mobile in accordance withPP+ Guidelines)

A UK based customer services contact number (not premium rated) is required for consumers to contact regarding the use of the service.

Date Submitted

Please add the date you submit this form to any network to allow us to keep track of the most latest care form.

Commencement Date

The will replace the current cross network form and can be used immediately. All networks are now equipped to deal with the form. **From the 28th February 2007 no old care forms will be accepted by any network. Please note that on some Networks, a separate connection document is still required.**